

Bolstad Chairman MPIC Of Can.

By JAY L. SMITH



On The
beam

The Annual Banquet of the Canadian Picture Pioneers, was a most successful affair, with Louis Rosenfeld, "Pioneer of the Year", the undoubted "Star of the Show". Louis, in his own inimitable manner, brought the packed Concert Hall of the Royal York Hotel to their feet with cheers for the Dean of the distribution field in Canada. His acknowledgement speech was a classic, that is certain to go down in the annals of the Canadian Motion Picture Industry as a priceless piece of hilarity, combined with the proper amount of humility. No finer tribute could have been paid to a man who has done so much for our Industry over the past 45 years.

Haskell Masters, who made the presentation, had the crowd roaring with his recollections of Louis' early days in the Industry in Calgary, and his many tongue-in-the-cheek compliments. He also touched the hearts of all those present with his reference to the late, and much beloved Blanche Rosenfeld, Louis' gracious helpmate over the many years.

John J. Fitzgibbons, in his heart-warming tribute to the late editor of The Digest, Ray Lewis, brought back some rich memories to the minds of a number of those present who had worked with her in the formation and development of the Canadian Picture Pioneers.

Leonard W. Brockington, in his presentation speech of the Canadian Film Award to the National Film Board for "Stratford Adventure" once again proved that he is without peer among Canada's famous orators. Due to the length of the program, and the lateness of the hour, Dr. Trueman, head

(Continued on Page 8)

Public Relations Cttee. With Chaplin, Chairman, Re-activated

Toronto: The final session of the Motion Picture Industry Council of Canada last Thursday afternoon closed out for another year a week long series of Annual Industry meetings by electing R. W. Bolstad,

"Bill" Smith New RKO Vancouver Br. Mgr.

Toronto: Jack Labow, Canadian general manager RKO announced last week the appointment of Robert "Bill" Smith as RKO Vancouver branch manager. Smith joined RKO about 9 years ago as head

(See BILL SMITH Page 8)

vice-president of Famous Players, as Chairman, C. S. Chaplin and Bill Lester as vice-chairman, Roy Chown, secretary-treasurer and re-electing Arch Jolley as executive secretary.

Mr. Bolstad, the newly elected head of the MPIC of Canada, who replaced last year's chairman Dave Griesdorf, adjourned the sessions

(See BOLSTAD Page 5)

Films A Supreme Medium For All States "Blue Sheet" McCutcheon

Toronto: Mrs. M. Wallace McCutcheon, chairman of the Film Estimate Board of National Organizations who for the last year have been publishing the "Blue Sheet" as a guide to film entertainment, last week at the annual meeting, in front of an audience composed of representatives of the Board's member groups and publicity men from both exhibition and distribution termed "motion pictures as a supreme medium for all ages", in describing the function of her or-

(See BLUE SHEET Page 5)

"Sunland Soiree" In Osoyoos Theatre

Osoyoos: The Sunland Theatre in Osoyoos has tried something new in entertainment whereby screen classics seldom shown in small towns are being offered.

The initial presentation of JARO's "Hamlet", starring Laurence Olivier and Jean Simmons was a terrific success.

The second show offered JARO's "The Seventh Veil" with James Mason and Ann Todd and business for that second show was better by far than at the opening. The gross taken, including taxes, being

(See OSOYOOS Page 4)

20th-FOX DIVISION MANAGERS' MEET

Peter Myers, Canadian general manager, is participating in a special sales meeting at Chicago. Excerpts of "Carousel" in Fox's new 55 mm technique will be screened.

Stage Presentation For Odeon Theatres

Toronto: The internationally famous character actress, Miss Ruth Draper, will present her world-acclaimed "Company Of Characters" at a number of Odeon Theatres in Ontario during November.

The tour will begin Monday, November 21st, at the Odeon Theatre, Kingston, and continue with one-night stands at Peterborough, St. Catharines, Brantford, London, and Guelph.

Miss Draper's appearance on stage at Odeon circuit houses will

(See ODEON Page 4)

Xmas Dates For 'Dolls' Through Odeon Circuit

Toronto: Samuel Goldwyn's production of "Guys and Dolls," being distributed by M-G-M, will have seven day and date openings in Canada on December 23.

The seven theatres and towns in which "Guys and Dolls" will

(See XMAS DATES Page 4)

Bureau Of Statistics Reports Theatre Receipts Down For '54

Ottawa: The Dominion Bureau of Statistics has issued a report covering motion picture exhibition in Canada for 1954, a portion of which has been released to the press this week.

Figures listed in this initial release show that total receipts from regular motion picture theatres were down 3.3%. Drive-in theatre receipts increased, as did the number in operation by 56.

The number of paid admissions was down 8.5% in regular theatres

(See RECEIPTS Page 8)

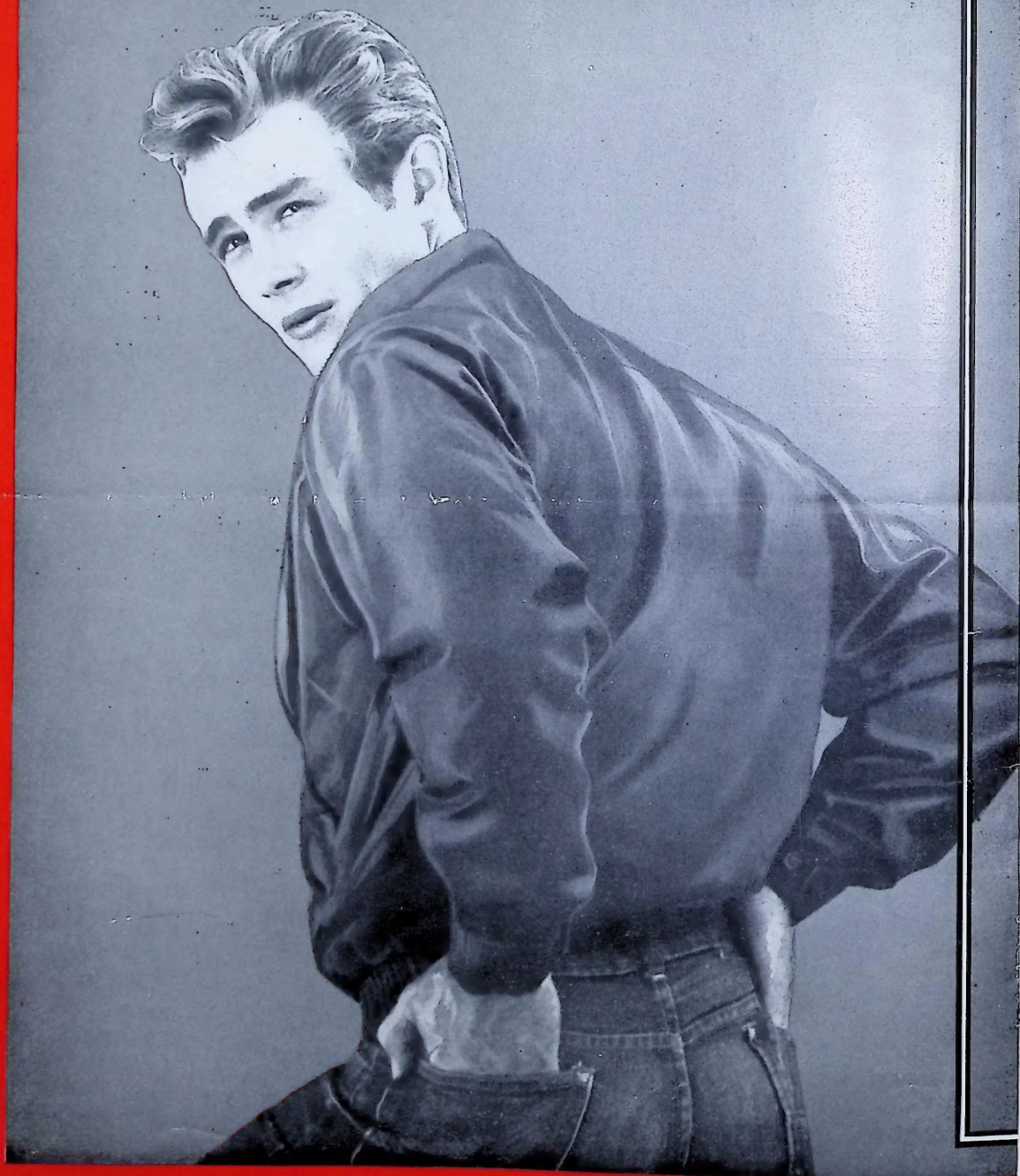
New Film Stock Means Savings For Industry

New York: Last weeks announcement from E. I. DuPont de Nemours and Co., Inc. of a radically new synthetic photographic film

(See SAVINGS Page 4)

BUENNA VISTA EXECS LEO SAMUELS AND JIM O'GARA IN TORONTO FOR DISCUSSIONS WITH EMPIRE-UNIVERSAL'S PREXY, ALF PERRY.

Jim Stark-a kid in the year 1955-
what makes him tick...like a bomb?



WARNER BROS.
present the
sensation-star
of 'East of Eden'

JAMES DEAN

in a challenging drama
of today's
teenage violence!

THERE WILL BE
NATIONWIDE
APPLAUSE FOR
"REBEL
WITHOUT
A CAUSE"



CINEMASCOPE
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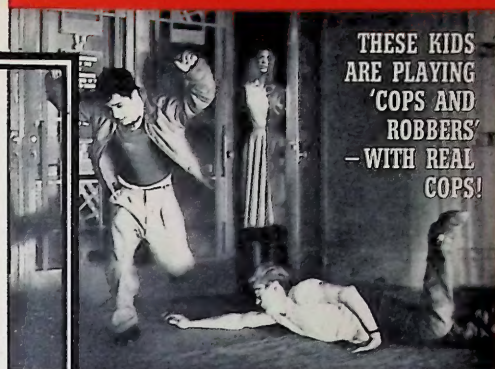
ALSO
STARRING

NATALIE WOOD WITH SAL MINEO

JIM BACKUS • ANN DORAN • COREY ALLEN • WILLIAM HOPPER

SCREEN PLAY BY STEWART STERN • PRODUCED BY DAVID WEISBART

MUSIC BY
DIRECTED BY NICHOLAS RAY • Leonard Rosenman



THESE KIDS
ARE PLAYING
'COPS AND
ROBBERS'
— WITH REAL
COPS!



...AND
THEY BOTH
COME FROM
'GOOD' FAMILIES!



MAYBE
THE POLICE
SHOULD HAVE
PICKED UP
THE PARENTS
INSTEAD ...



LOOK,
MA!
NO
HANDCUFFS
— YET!

SAVINGS

(Continued from Page 1)

base with increased strength and durability, yet only two-thirds as thick has created great excitement in all branches of the industry.

The new film named Cronar should be out in the commercial market, early in 1956, and could result in sizeable economies for production, distribution and exhibition. The toughness of the new film which according to DuPont can tow a truck, would it be felt cut down considerably the number of print breaks and also ensure a longer number of runs per print.

The fact that this new film base is so much thinner would obviously mean less reels and therefore a decrease in shipping charges as well as fewer switch overs in the booth.

ODEON

(Continued from Page 1)

follow her engagement at the Royal Alexandra Theatre in Toronto.

This bold experiment will be closely watched by the Company executives, and should it prove successful, Odeon Theatres will certainly be encouraged to present other stage presentations in those situations where public support has indicated the presence of a receptive audience for touring shows of quality.

XMAS DATE

(Continued from Page 1)

open two days before Christmas are: The Odeon, Toronto; Casino, Halifax; Odeon, Ottawa; Uptown, Calgary; Odeon, Edmonton; Vogue, Vancouver; and the Garrick, Winnipeg.

Negotiations are now in process to finalize a deal which will encompass the entire circuit for the Goldwyn feature.

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From Grand Prairie
To Granby

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Canadian MOVIE DIGEST

Across the Country



Toronto and District

Paul Hamner, with the Canadian Odeon chain for more than three years, has been named manager of the new unit at Hamilton, the Hyland, which will re-open Friday night, Nov. 11, with "Above Us the Waves," after being closed a week for improvements. The theatre was formerly the Roxy, operated by Sam Fingold's National Theatre Services.

Theatre Properties (Hamilton) Limited which leases its theatres in Hamilton to a circuit company has given notice of the redemption Dec. 3 of selected bonds in its capital structure. The bonds to be retired have a total face value of \$50,000.

For the engagement of "My Sister Eileen" at She's Theatre, Manager Len Bishop made the offer of a free admission Friday, Nov. 4, to all members of the female sex who submitted proof that they had the name of Eileen. The escorts had to pay, however.

H. C. D. "Dick" Main, one of the hardest workers for the film industry, was very happy when the National Committee Motion Picture Exhibitors Associations of Canada remembered his parents, Mr. and Mrs. A. G. Main of Sutton, with a letter of congratulations and flowers on the occasion of their Golden Wedding Anniversary.

Vancouver

Frank Vaughan, Canadian General Manager of JARO was in conferring with his B. C. manager Jack Reid. Frank reports that business is tops with the exception of British Columbia territory across Canada, with British pictures clicking everywhere.

Gordon Lightstone Jr. has arrived in town to replace Jimmy Patterson as manager of 20th-Fox. Patterson will stay with Fox as B.C. fieldman. Lightstone was former Fox salesman in Toronto.

The Elmer the Safety Elephant Saturday matinees held by Famous Players are proving business builders. They are sponsored by the Vancouver Traffic and Safety Council, Famous Players and the Province.

The circuits and the Projectionists union have completed their cases before the Conciliation Board and now await a decision on the wage scale and reduction in man power requested by the chains in local projection booths.

For the first time in ten years, Famous Player Theatre Managers Association of B-C will not sponsor the annual film Ball. Overhead got out of line with little chance of profits, the members said. Instead the managers will hold a stag party at Peter Pan Cafe. Nov. 17.

Local reports are that the Chechik Bros. (Max and Ben) British Columbia exhibitors are building Australia's second and Sydney's first outdoor theatre.

Maritimes

The theatre at Rothesay, N.B., renamed the "Roxy" and now owned and operated by Mr. L. A. Sprague, proprietor of the "Gaiety" Theatre, Lancaster, N.B., has been attractively re-decorated and re-opened last Friday night. The opening program was "All the Brothers Were Valiant" with short subjects including a CinemaScope short. This theatre has a seating capacity of 300.

New Brunswick continues with new finds in minerals—the latest, some explorers near the Grand Bay Drive-In Theatre (Franklin-Herschorn) have discovered uranium in the vicinity of the Drive-In.

OSOYOOS

(Continued from Page 1)

over \$180.00.

The same routine of presentation was adhered to as for 'Hamlet' and local interest is growing rapidly and JARO's Vancouver Branch Manager, Jack Reid comments "we will continue to get the bulk of the business".

Boxing Day Holiday Out For Toronto

Toronto: The Toronto Board of Control wiped out the possibility of the observance of an extra holiday in connection with the long Christmas weekend through deciding Nov. 2 that this city would not have a Boxing Day this year — which would have meant that many business places, otherwise, would have closed Tuesday, Dec. 27, through Monday being a statutory holiday.

In some places the theatres have had big business on Boxing Day in past years in contrast to Christmas Day itself.

Maritime Drive-In Open For Trial Run

Saint John: The 'Fundy' Drive-in theatre, Manawagonish Road, on the St. Stephen Highway opened on October 30th for a 'trial run'. This Drive-in is operated by Mr. Rodney Wiggins. The opening feature was 'Sabre Jet' and admission price 50 cents. It has a 350 car capacity.

The building of this Drive-in just beyond the residential area of Quinton Heights met with a great deal of opposition for two years before it finally opened last week.

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BLUE SHEET

(Continued from Page 1)

ganization.

The meeting in the form of a luncheon with the film publicists as guests, heard guest speaker Clare Appel, executive secretary of the CMPDA highlight some of the achievements of the film industry and outline some of the charitable activity engaged in by Hollywood stars.

The impact of the one year old "Blue Sheet" was emphatically brought home to the visiting publicists by Mrs. McCutcheon's short address, excerpts which follow.

"Our particular function, as we see it, is to single out the more outstanding films—analyzing their qualities and classifying them as to the age levels they will entertain, and secondly to bring them to the attention of a particular audience. This is, in effect, the 'lost' audience, though one, we think, that can be won over.

"As yet we have not accurately assessed the impact of the Blue Sheet, but I give you quotations to indicate the reactions we have received. For every one I have drawn on there are at least 10 which say exactly the same thing.

"We have built the Blue Sheet on two principles—(a) belief that motion pictures do provide real entertainment for both children and grown ups and (b) to seek out the better films and talk about them positively, as widely as possible.

"The Hon. the Minister of Education, Dept. of Education, Nfld. (Mr. J. C. Chalker) appreciates your effort 'to encourage a public opinion in favor of the good films.' Dr. Curtis, liaison officer of the Dept. with the Nfld. P.T.A., has been instructed to forward to you the names and addresses of P.T. groups operating in the province—where the organization is more along parochial lines with an intimate relationship in all denominations between the Church and the School.

"Prov. of Sask. Dept. of Education, E. F. Holliday, Vis. Branch Supv. Canadian Estimate of Entertainment Films has been needed badly for some time.

"Provincial Council of Women, Sybil Barnett, Film Chairman, Manitoba. The public, and parents particularly, do appreciate a reliable estimate of the entertainment value of a film.

"Can. Girl Guides, Alberta. So much interest was aroused in our Mothers' Group by your Blue Sheet that it was hard to keep at the business of the meeting. Can we ask for these pictures to be shown in our theatre?"

Bolstad Chairman MPIC

(Continued from Page 1)

with an inspiring message to the entire industry. "We have made progress," he stated, "there is a better feeling between exhibitors and distributors, due to the job done by Mr. Chaplin (U.A.'s Canadian general manager and representative at the meetings of the CMPDA) and because we exhibitors have a better understanding of their ((distributor) problems."

Continuing Mr. Bolstad said, "If we learn to crawl and then walk, we will learn to run much better later," referring to the progress made by the delegates in regard to the many problems confronting the industry today. "One of our biggest problems," he continued, "is the amusement tax and our attempts to bring them down to a fair level. We can go forward from here," Mr. Bolstad stated, "and look to the future with great confidence."

The sessions of the Council were opened by Dave Griesdorf who set the keynote of the meetings with his slogan of "roll up your sleeves and go to work."

One of the most important steps taken during the meetings was the resolution moved by Morris Stein re-activating the Public Relations Committee. The resolution as moved was:

RESOLUTION re PUBLIC RELATIONS COMMITTEE

"BE IT RESOLVED that the Public Relations Committee of the Council be re-activated and it is recommended that Charles Chaplin be appointed Chairman of that Committee and that this Committee re-examine the Public Relations plan previously proposed and to recommend such a revised plan, and a revised budget on the basis of an allocation to each Provincial Association of their share of the total, as determined by the Committee. Each Provincial Association shall have the right to determine their own method of raising their allotted share, but it is not required that they make a firm commitment to raise such an amount which has been allocated to them but shall make every effort to do so.

"Each member Association shall in due course report their approval of the revised plan and budget and when approved it is recommended that when the total amount of the proposed budget has been raised that the new plan shall be activated. It is also recommended that there should be included in

this revised plan a detailed outline of the new plan and should particularly show the benefits of this new plan to the small town exhibitors and such other material that would aid the Provincial Associations in enlisting the participation and financial support of all classes of exhibitors."

Reports were given by all the member groups making up the Council and included reports from the Equipment dealers, Producers and lab, all the provincial theatre associations and the distributors. Some of the problems discussed included, the shortage of stereophonic prints, amusement taxes, bingo, insurance rates, newspaper rates, the cost of advertising accessories, CAPAC, support for the proposed tour of Hollywood producers, directors and writers across Canada, now being readied by the Canadian Co-operative Project, etc.

An official report, with the main highlights of the sessions is now being prepared and the Digest hopes to carry this in next week's issue.

Enthusiastic applause greeted two of the highlights of this year's sessions, one when Charles S. Chaplin speaking for the distributors welcomed the creation of the National Exhibitors Public Relations Committee announced in last week's issue and the suggestion from Murray Briskin, Associated Screen News, that his firm would produce at cost any film trailer for use in theatres or TV, whose purpose was to promote the welfare of the industry.

Republic Acquires Top Book Property

Hollywood: The race for the acquisition of Motion picture rights to "Papa Married a Mormon" by John D. Fitzgerald was won by Republic, it was announced by company president Herbert J. Yates, prior to his departure for a thirty-day European trip which will take him to Republic branches in London, Munich, Rome and Paris.

Yates reported that the property was acquired for \$100,000 through Music Corporation of America. "Papa Married a Mormon" will be the basis for the company's most ambitious production since "The Quiet Man." Yates has budgeted \$2,000,000 for the production to be filmed in the company's new wide screen multiple process, Naturama, and in Trucolor.

Jack Warner Sets 4 From Melford & Dietz

Burbank: Jack L. Warner, executive producer, announced the closing of one of the year's important production deals with Frank Melford and Jack Dietz providing for presentation by Warner Bros. of four major pictures to be filmed by their recently formed production company from outstanding story properties with top starring casts.

"Freighter," from the United States Steel Hour program, produced by The Theatre Guild from the teleplay by George Lothar, is the first of the pictures scheduled for filming under the newly concluded deal.

Maritime Exhibitor W. T. Danson Dies

Sussex: Mr. William T. Danson, one of the best known business men in Sussex, New Brunswick, died last week at his home, after a few months of failing health, at the age of 37.

Co-Manager of the 'Strand' theatre at Sussex, a business that has been in the Danson family for many years, Mr. Danson was active in many phases of that industry, and was widely-known in Motion Picture circles. He was a member of the Maritime Motion Pictures Exhibitors' Association.



This month
EYE WITNESS

reports on

**QUEBEC'S
SAGUENAY RIVER**
(Tadoussac)

**AN ANALYSIS
OF SOUND**
(Ottawa)

(Ask for Eye Witness 76)

**BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES**

**EVERY MONTH THROUGH
COLUMBIA PICTURES**

THRU
UA

NEW
SCREEN
EXCITEMENT

GREAT
SCREEN
ACHIEVEMENT

Now! THE YEAR'S

Jane Russell
"GENTLEMEN ma

in
ANITA
LOOS'

starring

Alan Young

Scott Brady

Rudy Vallee

CINEMASCOPE

COLOR BY TECHNICOLOR

Written for the screen by MARY LOOS & RICHARD SALE

Directed by RICHARD SALE

Produced by RICHARD SALE & ROBERT WATERFIELD

Executive Producer ROBERT BASSLER



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BEAUTIFUL
EXTRAVAGANZA!

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"GENTLEMEN
MARRY BRUNETTES"

"YOU'RE DRIVING
ME CRAZY"

"MISS ANNABELLE LEE"

"HAVE YOU
MET MISS JONES?"

"MY FUNNY VALENTINE"

"I'VE GOT FIVE DOLLARS"

"I WANNA BE
LOVED BY YOU"

"AIN'T MISBEHAVIN'"
"DADDY"

"ITS ASSETS ARE SO MANY THAT
ITS BOXOFFICE POTENTIAL CAN
BE CALCULATED WELL IN ADVANCE!"

—M. P. Daily

On the Beam

(Continued from Page 1)

of the National Film Board, kept his acceptance address, on behalf of the Film Board, to a minimum, but he proved so effective that we may expressed the hope that we would be able to hear more from Dr. Trueman on another occasion.

Heartiest congratulation to Dave Griesdorf, new Chief Barker of Toronto Tent No. 28, Variety Clubs International, I firmly believe that under the leadership of Chief Barker Griesdorf, the Toronto Tent will rise to even greater heights than it has seen in the past. Congratulations also to Nat Taylor, new 1st Assistant Chief Barker, to Dan Krendel, 2nd Assistant Chief Barker, to Al Troyer, the new Dough Guy, and to Louis Davidson, the Property Master.

Our compliments also to the retiring crew, Harry Mandell, Chief Barker, Dave Griesdorf, 1st Assistant Chief Barker, Clare Appel, 2nd Assistant Chief Barker, Dough Guy Dan Krendel, and Property Master Paul Johnson, for a job well done.

Reports in the American weekly trade paper, Variety, that U.S. Distributors were unusually concerned with the idea that Canadian exhibitors were being "inaccurate" in their box-office reports on percentage engagements, and had hired a new firm of sleuthing accountants to check Canadian theatre companies' books, aroused considerable indignation when the story appeared. The Canadian Press picked up the story and carried it over their wires, with resultant publicity that could do nobody any good.

A check on the story, revealed that it was not written by Variety's Canadian representative, but emanated from New York, and was, to put it mildly, grossly exaggerated. Distributors have always checked percentage accounts in Canada, as well as in the U.S., that they felt should be checked, and no change in procedure is contemplated according to the Canadian G.M.s. The reference in the Variety story to the fact that "N. Y. sales execs for some time now have been unhappy with grosses" in Canada, brought a laugh from Canadian exhibition execs, who all had the same answer, "So Have We".

Empire-Universal have a smash hit in the Audie Murphy picture, "To Hell and Back". In the U.S., where Murphy is a national war hero, as well as being a popular young movie star, the picture is

exceeding the company's most optimistic expectations, doing as big, and in many instances bigger business than the phenomenally successful "Glenn Miller Story". In Canada, Murphy does not have the same following as he has in the States, but in spite of this, the picture is doing the biggest business of any Universal picture in the past two years, with hold-overs in almost every situation.

In addition to the extended runs announced in The Digest two weeks ago, the picture has also been held-over in such important houses as the Vanity, Windsor and the Century, Sudbury of the Twine chain, and in the four United Amusement houses in Montreal, the Strand, Snowdon, Seville and Outremont. It all goes to prove that in spite of Television, hockey games, bingos, and any and all other forms of competition, if the public takes to a picture, they will still turn out in droves.

BILL SMITH

(Continued from Page 1)

booker and office manager in the Toronto branch, advancing to salesman in the Toronto office in 1950.

Previous to joining RKO, "Bill" was employed by Empire-Universal. He first joined the industry about 1923, going to work for the then Educational Films. He later worked for Empire-Universal and also spent 1 year working for Warner Bros.

The appointment which takes effect as of November 12th, resulted from the resignation of Jim Davie.



ROBERT "BILL" SMITH

RECEIPTS

(Continued from Page 1)

with an increase showing for drive-ins in theatres.

Receipts increased in all provinces excepting New Brunswick, Quebec, Ontario and British Columbia with greatest drop being reported from Ontario and Quebec. A considerable increase in receipts is noted in P.E.I. amounting to 14.5%.

RECEIPTS EXCLUDING TAX— REGULAR THEATRES

CANADA	No. Theatres 1954-1953	1954	1953
Nfld.	67	58	1,301,452
P.E.I.	14	12	397,529
N.S.	84	84	4,283,840
N.B.	62	63	2,675,844
Que.	451	436	22,506,182
Ont.	521	536	37,269,532
Man.	154	154	5,169,144
Sask.	206	199	5,053,250
Alta.	201	191	8,464,959
B.C.	178	173	9,890,048
			97,012,140

Receipts down 3,877,221
Admissions down 22,674,073

Newfoundland, up \$126,728; Prince Edward Island, up \$50,235; Nova Scotia, up \$106,433; New Brunswick, down 48,304; Quebec, down 2,899,030; Ontario, down 2,301,249; Manitoba, up 139,099; Saskatchewan, up 470,177; Alberta, up 788,325; British Columbia, down 309,635.

DRIVE-IN THEATRES

CANADA	No. Theatres 1954-1953	1954	1953
	230	174	6,316,947
			5,862,920

Receipts up — 454,027

Summary of Motion Picture Exhibition in Canada 1954

Item	Total All Types	Regular Theatres	Drive-in Theatres	Community Enterprises	Halls Served by Itinerant Operators
No. of theatres and halls	3,471	1,938	230	645	658
Receipts, (excl. taxes)	\$105,515,563	\$97,012,140	\$6,316,947	\$1,800,794	\$385,682
Amusement Taxes	\$12,975,256	\$12,098,922	\$721,630	\$128,515	\$26,189
No. of paid admissions	237,264,894	218,508,653	12,380,246	5,269,925	1,106,070

Motion Picture Industry Council

DELEGATES — 1955

Chairman — D. Griesdorf

British Columbia Exhibitors Association, Owen Bird and Max Chechik, Vancouver.

Alberta Theatres Association, Douglas Miller, Taber. Roy Chown, Calgary. A. W. Shackelford, Lethbridge.

Saskatchewan Motion Picture Exhibitors Association, J. D. McKenzie, Estevan. J. F. Lundholm, Swift Current.

Manitoba Motion Picture Exhibitors Association, Ben Sommers and Robt. Hurwitz, Winnipeg.

Motion Picture Theatres Association of Ontario, E. G. Forsyth and Morris Stein, Toronto. S. C. D. Main, Sutton W.; Russell Simpson, Renfrew.

SUMMARY STATISTICS OF MOTION PICTURE THEATRES, BY PROVINCE, 1954 (Regular Theatres)

Newfoundland	Amusement Taxes	Number of paid Admissions
CANADA	\$12,098,922	218,508,653
Newfoundland	217,255	3,540,090
Prince Edw. Island	67,871	1,011,358
Nova Scotia	471,650	11,331,485
New Brunswick	303,789	7,100,849
Quebec	3,352,526	46,742,231
Ontario	4,403,305	82,188,424
Manitoba	592,873	13,581,368
Saskatchewan	208,416	12,166,221
Alberta	814,584	17,947,049
British Columbia*	1,566,653	22,899,578

*Including Yukon and NW Territories.

Total receipts from 1938 regular theatres and 230 drive-ins in 1954 as compared with 1953 is shown hereunder:

1954	1953
\$103,329,087	\$160,752,281
Decrease in 1954—\$3,423,194	

Total admissions from 1906 regular theatres and 174 drive-ins in 1953 were: 252,317,514. Total admissions from 1938 regular theatres ((32 more than in 1953) and 230 drive-ins (56 more than in 1953) in 1954 were: 230,888,899; a decrease of 21,428,615.

Comparative statement of receipts and admission in 1953 and 1954 for:

	Community Enterprises	Halls Served by Itinerant Operators
1953	\$1,851,685	1953 \$468,562
1954	\$1,800,794	1954 385,682
Decrease \$	50,891	Decrease \$ 82,880
ADMISSIONS		
1953	5,647,668	1953 1,381,655
1954	5,269,925	1954 1,106,070
Decrease	377,743	Decrease 275,585

Quebec Allied Theatrical Industries, William Lester, John Ganet-akos and D. Robert, Montreal.

Maritime Motion Picture Exhibitors Association, Arch. J. Mason, Springhill; F. Gordon Spencer, St. John.

Association of Motion Picture Producers & Laboratories of Canada, Jack Chisholm, Toronto. Pierre Harwood, Montreal.

Canadian Motion Picture Distributors Association, Charles Chaplin, Clare Appel, Harvey Harnick and Peter Myers, Toronto.

Equipment Dealers Association of Canada, L. M. Bleakley and G. Cuthbert, Toronto.

Trade Press, Hye Bossin and Max Chic, Toronto.



By MAX CHIC

John Davis, JARO VIP and Kenneth Winkles in Toronto this week for discussions with Odeon and JARO execs . . . Pete Myers will visit his 3 Canadian branches on the way back from the Fox sales meet in Chicago . . . Jack Labow, RKO's Canadian general manager on a western trip with stop-overs in Vancouver, Calgary and Winnipeg.

Jerry Cass, the son of smiling Abe Cass scheduled to leave his post with Fox as salesman for greener pastures this week . . . Herbert Greenblatt, RKO domestic sales manager in Toronto last week for discussions with Jack Labow . . . the Imperial, University and Shea's theatres now charging \$1 for all pictures.

Curly Posen has started as book-er for National Booking but will still maintain his own office and booking company . . . Hilly Cass returned over the week-end from a trip to Montreal and the Maritimes . . . Harriet Rosenbaum, formerly Irving Herman's secretary, married Carl Hauer last Wednesday . . . Posen acquired the Cameo, Toronto.

Meg Myles, star of AA's "The Phenix Story" is making PA's at Toronto, Ottawa and Montreal at the same time as the pix is being shown . . . it is reported that all Famous Players suburbs will start showing serials as of November 22 . . . the three movie critics of Toronto's dailies, Jack Karr, Clyde Gilmour and Alex Barris were guests of MGM down in New York last week for the premiere of Goldwyn's "Guys and Dolls" . . . all three raved.

Three deaths hit the local film industry last week, all of them long standing pioneers, dating back practically to the start of our business in these parts . . . dead are Robert Hamilton, Abe Wilkes and William S. Brady.



Audrey Hepburn and Mel Ferrer photographed during stop-over at Winnipeg.

Astor & Grant On Art Policy

Toronto: Continental pictures have made further headway in Toronto through the adoption of a part-time "art" policy at two theatres to provide additional variety for programs. Fred Fink has adopted the plan for the Astor Theatre starting with "Love of a Clown." The Grant of the Odeon circuit is playing an Italian feature for the first three nights of the week under the new policy.

65mm For Technicolor

Hollywood: The Technicolor processes are being expanded to include 65 mm. film. The whole range of Technicolor laboratory facilities and services from developing of color negatives to motion picture release prints will soon be available on 65 mm. wide film, it was announced by Herbert T. Kalmus, President and General Manager of Technicolor Motion Picture Corporation.



Production company of MGM's "The Swan" back on the Metro lot to resume shooting, after a two month stint in France, Belgium and Holland, Kirk Douglas, Anthony Quinn and Pamela Brown in key roles. Universal books 892 theatres during a 30 day period starting November 1st for their historical drama "Lady Godiva," starring Maureen O'Hara.

Kenneth More slated for top role in the JARO Production "Reach for The Sky."

Nine-year old Patty McCormack arrives at Warner studio to play leading role in "The Bad Seed."

David A. Lipton, Universal Pictures, in New York outlining promotional plans for "The Second Greatest Sex," — "All That Heaven Allows," and "The Benny Goodman Story."

Collen Gray assigned to co-star with Sterling Hayden in the UA production "The Clean Break," which is to be filmed in its entirety in the New York Metropolitan area. British stage and screen star, Dennis Price, signed by producer David E. Rose for one of the top roles in "Port Afrique" a Columbia film co-featuring Kathryn Grayson and Phil Carey.

Richard Egan and Dana Wynter on PA tour of 15 key cities doing advance publicity work for their 20th-Fox feature "The View From Pompeys Head." Elizabeth Scott who has been absent from the screen for the past year is slated for key role in the forthcoming Hall Wallis production "A Stone for Danny Fisher," a Paramount release.

Bette Davis and Ernest Borgnine signed by Metro to portray roles of Debbie Reynolds' parents in "The Catered Affair." Michael Craig joins cast of JARO's "The Black Tent," which is filmed in Africa.

Hal Wallis back in Hollywood after a location scouting trip on behalf of two Paramount pictures "Gunfight at the OK Corral" and "The Rainmaker." Marlon Brando and Glen Ford assigned to male leads in Metro's production of "Teahouse of the August Moon."

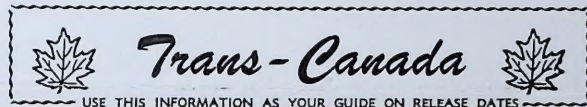
Frank Sinatra's Kent Production of "Johnny Concho" starts shooting November 28th with Sinatra in the title role and Gloria Vanderbilt co-featured. Universal's sequel to "Private War of Major Benson" to be titled "Toy Tiger."

Joan Collins next for 20th-Fox will be "Boy on a Dolphin." Shelly Winters upped from a dime-a-dance girl to 12-cents-a-dance girl when Warners discovered that the dance emporiums had raised their prices during the filming of their feature "I Died a Thousand Times."

"Run to the Sun" set as final title for the UA release starring Richard Widmark and Jane Greer. Columbia's "The Solid Gold Cadillac" now before the cameras with Judy Holiday topeast.

"All For Mary" now in production at JARO's Pinewood Studios with Kathleen Harrison and Nigel Patrick co-featured.

Double premiere of unusual interest is Columbia's "Footsteps in the Fog," co-featuring husband-and-wife team of Stewart Granger and Jean Simmons, and "The Night Holds Terror," with Jack Kelly, at the Fox Brooklyn.



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
You're Never Too Young (Para.) Vista-Vision & Tech. with Martin & Lewis.

SHEA'S
2nd wk. My Sister Eileen (Col.) C'Scope & Tech. with Janet Leigh.

UNIVERSITY & EGLINTON
The Virgin Queen (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

LOEW'S
3rd wk. The Kentuckian (UA) C'Scope & Tech. with Burt Lancaster.

UPTOWN
Kiss Of Fire (E-U) Tech. with Jack Palance.

ODEON & FAIRLAWN
2nd wk. The Night Of The Hunter (UA) with Robert Mitchum.

HYLAND & CHRISTIE
6th wk. I Am a Camera (Alliance) with Julie Harris.

DOWNTOWN
The Phenix City Story (AA) with Meg Myles.

MONTREAL

LOEWS
2nd wk. To Catch A Thief (Para.) Vista-Vision & Tech. with Cary Grant.

CAPITOL
The Man From Laramie (Col.) C'Scope & Tech. with James Stewart.

PALACE
3rd wk. Lady & The Tramp (E-U) C'Scope & Tech.

PRINCESS
The Night Holds Terror (Col.) with Jack Kelly.

ORPHEUM
Apache Ambush (Col.) & Devil Goddess (Col.).

KENT & AVON
4th wk. Not As A Stranger (UA) with Olivia de Havilland.

IMPERIAL
45th wk. This is Cinerama.

SNOWDEN-STRAND-SEVILLE-OUTREMONT
2nd wk. To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.

WINNIPEG

CAPITOL
The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

MET
The Phenix City Story (AA) with Meg Myles.

ODEON
Court Martial (Cardinal) with David Niven.

GARRICK
Female on the Beach (E-U) with Jan Sterling.

LYCEUM
Pearl of the South Pacific (RKO) Tech. & Superscope with Virginia Mayo.

CALGARY

CAPITOL
The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

PALACE
Ulysses (Para.) Tech. with Kirk Douglas.

GRAND
2nd wk. The McConnell Story (WB) C'Scope & WarnerColor with Alan Ladd.

STRAND
Last Command (Rep.) & Double Jeopardy (Rep.)

UPTOWN
Seven Cities of Gold (20th-Fox) C'Scope & DeLuxe Color with Richard Egan.

VANCOUVER

CAPITOL
Ulysses (Para.) Tech. with Kirk Douglas.

ORPHEUM
The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

VOGUE
My Sister Eileen (Col.) C'Scope & Tech. with Janet Leigh.

ST. JOHN
The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

STRAND
Blood Alley (WB) C'Scope & WarnerColor with John Wayne.

Photo News On The Film Front



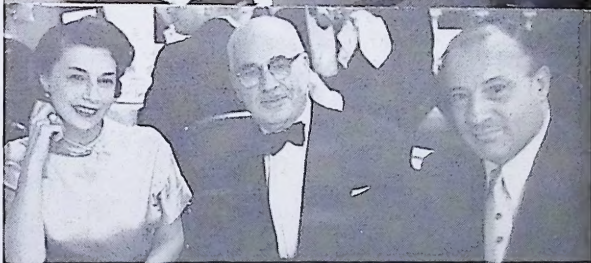
J. J. FITZGIBBONS, president and managing director of Famous Players Canadian circuit, Toronto, greets Andre Debrie, pioneer French manufacturer of motion picture equipment, during a visit to Paramount Studios where the French visitor was brought up to date on new Vista-Vision developments. Mrs. Debrie is also in the picture.



FLOYD S. CHAMBERS (right), president of Maclean-Hunter Publishing Co., publisher of Macleans and other top Canadian magazines, hosted at Paramount. With the important public opinion molder from Canada are, from left: J. J. Fitzgibbons, president and managing director of Famous Players Canadian; Richard Arlen of the top cast of "The Mountain," on the set of which this picture was taken; Mrs. Chalmers, and producer-director Edward Dmytryk.



MPTAO LUNCHEON drew Ontario exhibitors from the entire Province to listen to Don Henshaw, guest speaker. Left to right, Mayor N. Phillips, J. J. Fitzgibbons, Dave Griesdorf, Arch Mason and Don Henshaw.



"PIONEER OF THE YEAR" AWARD DINNER. An overflow crowd gathered last week to pay tribute to this year's Award nominee Louis Rosenfeld. Left to right, Top: Robert Rubin, Mr. and Mrs. R. W. Bolstad, Center: "Pioneer of the Year" Louis Rosenfeld and Haskell Masters. Bottom: Mrs. Ted Sterling, Ben Geldsaler and Charles Boasberg.

